MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

MLL 2013 – MEDIA LAW

(All sections / Groups)

2nd MARCH 2018
9.00 a.m. - 11.00 a.m.
(2 hours)

INSTRUCTIONS TO STUDENT:

1. This Question paper consists of **three (3)** printed pages including the cover page.
2. Answer **ALL FOUR (4)** questions.
3. Please write all your answers in the Answer Booklet.
4. You must support your answer with case law and statutory provisions, where necessary.

ANSWER ALL QUESTIONS

QUESTION 1

Set out the differences between offer and invitation to treat. Support your answer with two situations of invitation to treat, with the appropriate case-law.

(25 Marks)

QUESTION 2

Salah decided to create a short film on greatest goals scored by Liverpool FC for his final year project. Salah used his imagination and expended effort and skill in creating the film. As background music, he inserted the song "Perfect" by Ed Sheeran and Beyonce without their knowledge or consent. He completed the project and went to sleep. His housemate, Mane found that film in Salah's laptop and he loved it. He uploaded it on YouTube and it went viral. He did it without Salah's knowledge and consent. Ed Sheeran's recording company is now threatening to take legal action against Salah.

Discuss all the legal issues in this situation from the aspect of copyright. You need to examine the legal definitions and elements of copyright. You must address the legal responsibilities and liabilities of Salah and Mane.

(25 marks)

QUESTION 3

Set out the principles of good advertising as approved by the Advertising Standards Authority of Malaysia.

(25 marks)

Continued..

QUESTION 4

Afwan Aloo creates a video in which he goes on an abusive attack on Sherry, a famous singer. In it he states that Sherry is a pathetic and talentless singer and became famous only because she is Datuk Kamar's wife. He also accuses Sherry of being anti-Government. He posts this video on YouTube. The video received more than 1 million views with the national media picking it up as a major news item. Social media networks such as Facebook and Twitter also publicizes the video. Sherry comes to you for legal advice. She wants to sue Afwan Aloo. Discuss the legal issues both from civil and criminal matters pertaining to this matter.

(25 marks)

TOTAL: 100 Marks

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